



Recommendation for Action

File #: 21-1931, **Agenda Item #:** 24.

7/29/2021

Posting Language

Authorize the negotiation and execution of an agreement with The Capital of Texas Public Telecommunications Council, d/b/a KLRU and Austin PBS, for production underwriting of the Austin City Limits television concert series from October 1, 2021 to September 30, 2026 in an amount not to exceed \$250,000 annually, for a total contract amount not to exceed \$1,250,000.

Lead Department

Austin Convention Center Department.

Fiscal Note

Funding for future years is contingent upon available funding in the future operating budgets of the Austin Convention Center Department. A fiscal note is not required.

Prior Council Action:

June 11, 2009 - Council approved co-sponsorship of the Austin City Limits concert series from 2008 to 2011, in an amount not to exceed \$225,000 annually; December 15, 2011 - Council approved co-sponsorship of the Austin City Limits concert series from 2011 to 2016, in an amount not to exceed \$250,000 annually. August 4, 2016 - Council approved a production underwriting agreement of the Austin City Limits concert series from 2016 to 2021, in an amount not to exceed \$250,000 annually.

For More Information:

Trisha Tatso, Interim Director, Austin Convention Center Department, 512-404-4040, or Van Jobe, Assistant Director, Austin Convention Center Department, 512-404-4047.

Additional Backup Information:

This agenda item authorizes the Austin Convention Center Department (ACCD) to enter into an agreement with the Capital of Texas Public Telecommunications Council d/b/a KLRU and Austin PBS, for production underwriting of KLRU's Austin City Limits (ACL) concert series.

KLRU has produced the award-winning ACL concert series since 1975. ACL is the longest running music series in American television history and has become an institution synonymous with Austin. The ACL series reaches national and international audiences via multiple innovative viewing platforms, promotes Austin as the "Live Music Capital of the World", showcases music legends and local Austin talent, and stimulates viewers to consider Austin as a destination site.

The ACCD has been one of four production underwriters of ACL. The agreement supports only the production of the ACL televised concert series; the City's production underwriting does not extend to the ACL Music Festival or the non-televised concerts.

The City of Austin and the ACCD receive national recognition via ACL visual recognition in the form of underwriting credits, announcements and ACL press releases. Underwriters receive the greatest level of show-related visibility, including: a 15-second Department advertisement at the beginning and end of each domestically televised ACL episode; a 15-second Department advertisement rotating within online ACL

episode views; and the Department logo and link rotating on the ACL internet homepage.

TRAC Media Services, a respected national media research firm specializing in Public Broadcasting Stations, has audited and confirmed that the ACCD underwriting credit was aired nationwide 289,918 times during the contract term. In addition, ACL has been aired across 98% of Public Broadcasting Stations in the United States and is regularly viewed through digital media via the KLRU website.

Strategic Outcome(s):

Government That Works for All.